

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In Re Application of: | § Confirmation Number: |
| JOHNSON, Sam | § 2572 |
| Serial No.: | § Group Art Unit: |
| 10/689,407 | § 3714 |
| Filed: | § Examiner: |
| October 20, 2003 | § PANDYA, Sunit |
| Title: CLOSED-LOOP SYSTEM FOR | § Atty. Docket Number: |
| DISPLAYING PROMOTIONAL | § 01003.1010 |
| EVENTS AND GRANTING | § |
| AWARDS FOR ELECTRONIC | § |
| VIDEO GAMES | § |

**PRELIMINARY AMENDMENT TO ACCOMPANY
A REQUEST FOR CONTINUED EXAMINATION AND
SUMMARY OF TELEPHONE INTERVIEW WITH EXAMINER**

Mail Stop Amendment
Commissioner of Patents
P.O. Box 1450
Alexandria, VA 22313-1450

To the Office:

This is a response to the Official Communication mailed by the Office on April 24, 2007 in the form of a final office action (the Office Action). In the Office Action, the Office sets forth rejections from claims 1-10. This preliminary amendment is being filed along with a Request for Continued Examination and addresses each of the issues raised by the Office in the Office Action. The applicant expresses gratitude to the Examiner and his supervisor for hosting a telephone interview for this case on July 19th, 2007. A summary of that interview is included in this filing.